

Historic, Archive Document

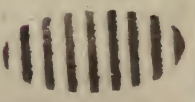
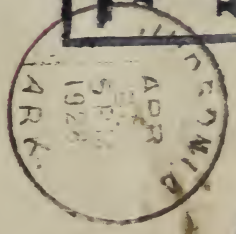
Do not assume content reflects current scientific knowledge, policies, or practices.

59,07

O. C. WALLER & BROTHERS
THE HONEST PLANT GROWERS
Judsonia, Arkansas



LIBRARY
RECEIVED
MAY 5 1928
U.S. Department of Agriculture



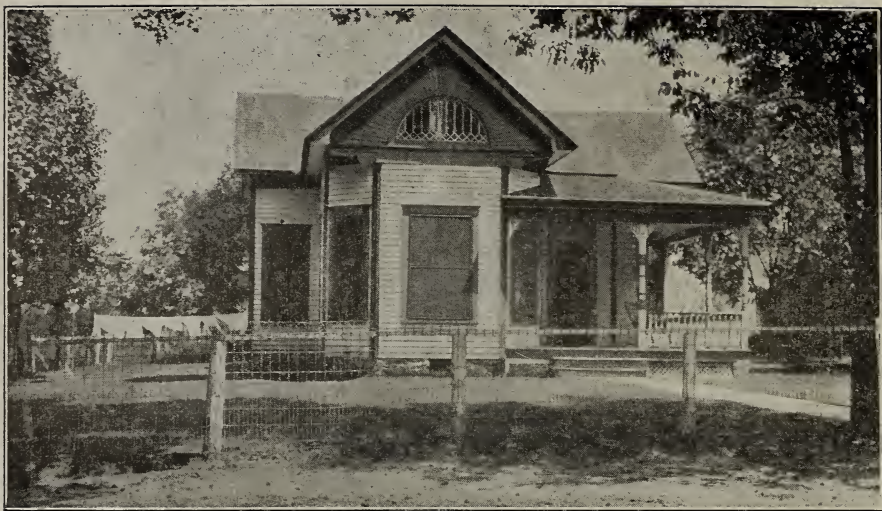
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Horticulture

GOVERNMENT PRINTING OFFICE 132437





The Home of Mr. and Mrs. O. C. Waller

SUNNY SLOPE FRUIT FARM

O. C. Waller, Manager
JUDSONIA, ARKANSAS

Our Motto: "Quality, Service and Satisfaction Guaranteed."

To My Many Friends and Patrons:

The time has again arrived for presenting my fall and spring price list. First, we indeed wish to thank those who have been favoring us with their orders for the past 20 years. As their orders are repeated year after year it is proof that our plants have met their entire expectations.

The plant business is my business and I do claim to be a spec-

O. C. WALLER & BROTHERS

ialist on the small fruits which are listed in this folder.

I know you have confidence in me or you would not continue to repeat your orders each year and I shall not jeopardize that confidence with inferior plants.

The past season has been ideal for growing plants, and the result is we have millions of them. Now, to the prospective buyer of plants who has never favored us with an order, let us say— you cannot place your order where you can buy better plants than we are offering you. Our judgment along this line is backed by many years of experience in the strawberry field. Our experience in packing plants for the past twenty years assures you that you are getting first class work along this line. The many letters that we have on file, of which we will print a few, is proof that **WALLER BROTHERS'** plants are all that can be expected of anyone.

Again thanking you one and all for the business you have favored us with, and asking a continuance of same, we are,

Yours very truly,

WALLER BROTHERS.

GENERAL INFORMATION

Prices in this folder set aside all former quotations. When ordering plants, use order sheet and write your name and address very plainly.

PAYMENTS

Must be made in advance. Either Express or Post office money order, bank draft or registered letter. Or if you prefer we will send you plants C. O. D., provided you send 25 per cent of full value of order.

OUR GUARANTEE

We guarantee our stock true to name, with the understanding that should it prove otherwise we will refund the money or replace it with other stock which is true to name. But under no circumstances, are we liable for more than the first cost of the plants.

DIGGING OUR PLANTS

Our plants are dug as ordered, nicely trimmed and tied in bunches of 26 and 27 and counted as 25. This insures you of a good count. Plants are packed in light crates with plenty of damp moss, and guaranteed to reach you in good shape, either by mail or express.

SUNNY SLOPE FRUIT FARM

TIME OF FILLING ORDERS

We will begin filling orders this season October 10th to 15th.

For Spring delivery, we will ship until April 15th and guarantee safe arrival. After this date they go at your risk. You will not lose anything by sending in your orders early.

ESTIMATE WEIGHT OF PLANTS

It is impossible to give the correct weight of plants, as some varieties are much larger than others, and as spring advances the plants become heavier. Our experience has taught us that it is safe to calculate on from 20 to 25 pounds to the thousand.

CARE OF PLANTS WHEN RECEIVED

If the ground is not in a fit condition for the planting of them, a very easy method can be used to keep them. Take each variety a bunch at a time, cut strings and spread roots thinly along the side of a shallow furrow, then cover roots of plants with dirt not higher than the crowns of the plants. Give partial shade and if ground is dry, water roots only.

Dear Friend and Customer:

In making your plans for this fall and next spring planting you will without a doubt be very careful to obtain the right kind of plants, for who wants to plant a field to strawberry plants, spend good money cultivating and caring for them, unless he feels sure that the results will be satisfactory.

How are you going to determine whether or not you are getting plants that will give you satisfaction? All men know that a first class plant should be healthy stock and well rooted. But, in selecting a first class plant the grower must have more from which to choose than what the eye alone can see. To be first class in every way, a plant must be GROWN RIGHT, DUG RIGHT AND PACKED RIGHT.

To be grown right, a plant should be a good, strong, healthy plant, planted in the right kind of soil and have continuous cultivation, with plenty of moisture and sunshine. We have, by using this method, produced a plant that is in every way far superior to the usual run of plants. It goes without question that our soil and climatic conditions produce plants that cannot be surpassed anywhere.

Plants to be dug right. We use a digger made for this purpose, digging deep and getting all of the roots. We also dig the entire row as we go, which insures you that you get a grade of plants that

O. C. WALLER & BROTHERS

are far ahead of the plants where just the alleys and middles of the rows are dug.

Packed Right. We use plenty of good moss in packing our plants and guarantee them to reach you in good condition. Examine them upon arrival and if they are not in good condition heel them in and notify us at once. We will see that you are treated right.

The continuous and rapid growth of our business speaks for itself. Living up to our slogan: "Quality, Service and Satisfaction Guaranteed", has made for us thousands of satisfied friends and customers and we feel sure that if you decide to place your order with us we can please you.

Yours very truly,

WALLER BROTHERS.

Descriptions of Varieties

Gandy

(Per.) Originated by Mr. Gandy of Pennsylvania more than thirty years ago, and is yet being planted extensively. This variety does better when planted with some other late berry. The Aroma is a good variety to plant with them.

Kellogg's Premier

Let us say that after fruiting Kellogg's Premier we are so well pleased with the fruit of this berry that I do not hesitate to say it is the best early strawberry ever grown by us. It is described as being with the Klondike in ripening, while with me it is fully a week ahead of the Klondike. The berry is as large or larger than the Aroma. Think of what this means as to fancy prices for the fruit. The parties who grow berries of the Kellogg's Premier will not be disappointed, but rather delighted. Description as follows: Premier is the ideal early strawberry, in fact, the best extra early variety ever introduced. Its fruit is large, beautiful in color, excellent in quality and delicious in flavor. Growers have long wanted a berry of this kind. There is big money in early strawberries, especially with a variety like the Premier, that is large in size, big in yield and delicious in flavor. I do not see how another thing can

SUNNY SLOPE FRUIT FARM

be added to this variety. Plant Premier in your garden and they will provide your table with big delicious berries early in the season. Their flavor is unsurpassed whether eaten fresh or preserved for winter use. We guarantee this berry to please you and we urge you to give it a trial.



St. Louis

(Per.) There is only one thing that keeps this berry from taking first place as an extra early berry, and this is that it is too soft. However, we have had many flattering reports from the North, where it seems to do better than in the South. To anyone who is wanting to grow the largest early strawberry for the nearby markets, you need not hunt for anything that will turn down this variety in size or earliness.

Klondike

(Per.) If there is a better berry than this variety, the people have not found it out. This variety is, without a doubt, more extensively planted than any other one variety, especially throughout the South. Plants are very hardy, and will withstand the dry, hot weather as well as any.

We have more than twenty-five acres in this variety alone, and would be glad to have you figure with us on large orders. We are in a position to fill your orders, large or small, and at the same time with as good plants as money can buy.

Excelsior

(Per.) A old variety that leads them all for earliness, and one that has stood the test for more than twenty years. Berries are of a dark red color, medium in size. Plant growth good.

Lady Thompson

(Per.) This berry at one time had the lead in all Southern states and it still is grown very extensively. One very important reason for this is that the berry is a good drouth resister. The hot, dry weather seems to have had but little effect on it. It is, as a rule, very productive.

Evening Star

(Per.) In this variety you will find a good, all around late berry. I prefer them to the Gandy, as they are much more productive and are not subject to rust like the Gandy. Their season is the same as Gandy, also the fruit resembles this variety so much that you can scarcely separate them. The plants are large and hold their fruit well off the ground. To the man who is looking for a good late berry, he will find it in this variety.

SUNNY SLOPE FRUIT FARM

Dr. Burrill

THE MILLION DOLLAR STRAWBERRY

Dr. Burrill is an improved Senator Dunlap, and was originated by Dr. Reasoner of Illinois, who originated the famous Senator Dunlap. It is a cross of Senator Dunlap and Crescent, both being wonderful producers. This new berry is the biggest cropper of all strawberries. Berries are very large and uniform in size and shape. Most of you know what a Senator Dunlap is and what loads of nice berries they are producing everywhere. Dr. Burrill is a better berry in every way, produces more berries, bigger berries and berries of better quality. This is a big statement, but Dr. Burrill has proven its value on the grounds of the producer and one of the farms of the introducer.

This great new variety is a strong fertilizer, and its seasons of blossoming and fruiting are extra long. It ripens in mid-season. Dr. Burrill stands the drouth best of all the varieties, owing to its wonderful root system. Foliage is large, of a beautiful dark green, and very hardy and healthy. With its extra long, strong roots, heavy crowns and healthy foliage, it is able to produce its wonderful crops of fruit every season. Berries are very dark red in color and are of the very best quality.

We have a large supply of these and would be glad to quote you special prices on large orders.

Aroma

(Per.) A very late and very popular berry in all sections. I have not yet found a late berry that has the demand that this one has. While I believe that there are some of the new varieties that are its equal, or, in fact, superior, however, it does well both North and South. Many of the growers here as well as elsewhere, will grow no other variety for a late berry. The berry is very firm, and you will find none that will stand shipping better than this variety.

Missionary

(Per.) It was thought by many that this variety would take the place of the Klondike, but we do not see it that way. Fruit is medium size and very firm, resembling the Aroma in shape and



SUNNY SLOPE FRUIT FARM

color, while the berry is not as large. A good plant maker, and free from rust. Season same as Klondike.

Champion K.

This is a comparatively new variety, and one that we like very much. It is only three or four days later than the Excelsior, and much more productive. The plant growth is good, and the fruit is as large as that of the Klondike. You will make no mistake in planting this variety in place of Excelsior.

Progressive Everbearing

(Per.) A genuine, fall bearing, and one that is hard to beat. The fruit is dark red, medium size and the flavor is unsurpassed. To obtain the best results, keep blossoms off until the last of July, then when they begin to ripen you will have something you will be proud of. The runner plants often begin fruiting before the plants make any roots at all. You will not be disappointed with this variety. We have the largest supply of these plants that we have ever grown and for this reason we are offering them at rock-bottom prices. See price list.

Senator Dunlap

(Per.) A favorite with most Northern growers, and is well known wherever strawberries are grown. It is a great plant maker and for this reason should not be planted too close together as plants will become too thick. Fruit is a bright red, good shipper, and excellent quality, mid season.

Ruth Early

Here is a new extra early berry that is causing considerable excitement in this and adjoining neighborhoods. This berry has been grown here for four years, and each year is being more extensively planted. Last season there were several hundred thousand plants set and many more would have been planted could the plants have been bought.

O. C. WALLER & BROTHERS

The plants are very hardy, large and have a heavy dark green foliage. RUTH EARLY is an ideal extra early strawberry; its fruit is large, has a beautiful color, fine quality and a good flavor. RUTH EARLY is a heavy fruiter and ripens its fruit with the very earliest varieties. We are so sure this variety will please you we are making this offer:

We will furnish you plants of this variety at \$4.00. If after seeing them fruit you are not satisfied, we will return any money you may have sent us over the price of any other plants you would have planted in their place. We make this offer that you may know we believe we have a great berry and are not afraid to recommend it to our many friends. By all means give this berry a trial; you will never regret it.



Fall Planting

I have been selling plants for fall setting for several years and my business has grown beyond expectations. I find that fall sett-

SUNNY SLOPE FRUIT FARM

ing is growing in favor with a great many growers. Personally I think it is a good thing, especially if you are growing them for "hill culture," you can set them in September and October and get your crop next spring and you have saved a whole year of expense hoeing, cultivating and pulling out weeds and grass. On the other hand, if you are growing them under the matter row system, if you set them in the fall you will have them set and out of the way when your spring work is rushing you. Besides you are sure of a good stand and when they start off in the spring they will have longer to grow, which insures a heavy matted row of strong plants ready for next year's crop.

Price List of Strawberry Plants

	100	250	500	1,000	5,000
	Post	Not	Not	Not	Not
	Paid	Post	Post	Post	Post
		Paid	Paid	Paid	Paid
Klondike	\$.50	\$.75	\$1.50	\$2.50	\$12.00
Excelsior50	.75	1.50	2.50	12.00
Missionary50	.75	1.50	2.50	12.00
Lady Thompson ..	.75	1.00	1.75	3.00	14.00
Senator Dunlap75	1.00	1.75	3.00	14.00
Aroma,75	1.00	1.75	3.00	14.00
Gandy75	1.00	1.75	3.00	14.00
Dr. Burrill75	1.00	1.75	3.00	14.00
Evening Star75	1.00	1.75	3.00	15.00
Champion K.75	1.00	1.75	3.00	15.00
St. Louis75	1.00	1.75	3.00	15.00
Kellogg's Premier ..	1.00	1.50	2.50	4.00	19.00
Ruth Early	1.00	1.50	2.50	4.00	19.00
EVERBEARING					
Progressive	1.25	1.75	3.00	5.50	25.00
Mastodon	2.00	4.00	7.00	12.50	

Testimonials Which Speak for Themselves

Portales, N. M., April 14, 1926.

O. C. Waller & Bros.
Judsonia, Ark.

Gentlemen:— We received our plants this week and wish to thank

O. C. WALLER & BROTHERS

you for the extra good plants you shipped us. We certainly can recommend you to people who want plants.

Yours very truly, R. H. G.

Pottsboro, Texas, April 22, 1927.

O. C. Waller & Bros.

Judsonia, Ark.

Gentlemen:—We bought 250 strawberry plants from you one year ago and they are fine. We mulched with wheat straw and irrigated them. We were too greedy and let all the runners take root, however, we have gathered as many as two and one-half gallons in one day and have had all we could use since Easter Sunday. There are blooms, green and ripe berries in the patch now. We are having trouble, every one wants plants. I do not have time to sell or give them away, so I am enclosing list of names to whom you can sell plants if you will mail catalogue.

Yours truly, MRS. W. H. C.

Memphis, Tenn., May 4, 1926.

Waller Bros.

Judsonia, Ark.

Dear Sirs:—Last year I bought some 10,000 Klondike plants from you and they have proven to be O. K. I now want 15,000 more Klondike and 10,000 Aroma if you still have them.

Yours truly, G. G. S.

Rolla, Missouri, March 13, 1926.

O. C. Waller Bros.

Judsonia, Ark.

Gentlemen:—The four thousand strawberry plants received from your nursery are looking fine and I have not lost more than one dozen plants from the whole lot and these have been cut off by an ordinary white cut worm. Please write me at once a preventative to eradicate these worms.

Yours very truly, O. G. B.

Iola, Kansas, March 1, 1925.

O. C. Waller & Bros.

Judsonia, Ark.

Gentlemen:—I take the pleasure of ordering some strawberry plants of you, as yours have always given perfect satisfaction. I got my order in too late last season to get any Senator Dunlap, so will try again. I have one acre of your choice berries already and I want

SUNNY SLOPE FRUIT FARM

you to send me 4,000 Senator Dunlap and 2,000 more of the other kind to go with them. You will know best as to the kind. Please send the plants when you think best.

Yours very truly, H. G.

Oklahoma City, Okla., March 5, 1926.

O. C. Waller & Bros.
Judsonia, Ark.

Gentlemen:—I am just back from California where I have been living the past year and a half. I am now in the market for more strawberry plants and am writing to you for same, as I know you have the best plants.

Yours very truly, H. W.

Columbia, Tenn., Feb. 22, 1925.

O. C. Waller & Bros.
Judsonia, Ark.

Dears Sirs:—I received my strawberry plants in good condition, as good as I have ever seen, for which I think you.

Very respectfully, J. P. F.

Coffeyville, Kansas, May 31, 1926.

O. C. Waller & Bros.
Judsonia, Ark.

Gentlemen:—Our plants arrived in splendid condition and were distributed yesterday. I wish to thank you for the attention given Mr. M. H. order. I think perhaps a few more men will want plants and if so you will receive the order. I thank you again for your prompt attention to our orders.

Yours very truly,

(Signed) Sec. Phelps Co. Straw. G. Assn.

Palo Alto, Calif., April 3, 1926.

Waller Bros.
Judsonia, Ark.

Gentlemen:—The plants came in good shape and if I do not get a start from them it is my fault and not yours.

Yours very truly, J. A. H.

Dover, Okla., April 7, 1926.

Mr. O. C. Waller & Bros.
Judsonia, Ark.

Gentlemen:—I am enclosing the money to pay postage on the strawberry plants I ordered and which were received in good shape. I set them out right away, and so far I have not lost a plant.

O. C. WALLER & BROTHERS

Yours very truly,

Mrs. J. M. W.

Ashmore, Ill., March 7, 1925.

Mr. O. C. Waller & Bros.

Judsonia, Ark.

Dear Sirs:—Enclosed you will find money to pay for the following plants, if you haven't them, please substitute to the best of your ability. Well, I must say I have ordered plants of you before and found them all O. K., and more reasonable in price than anywhere else.

Yours truly, J. W. G.

Berne, Mo., March 16, 1926.

Waller Bros.

Judsonia, Ark.

Gentlemen:—The 15,000 Klondike plants were received in splendid condition, and if we have favorable weather we will want more plants. Have you any more Champion K.? The are sure fine.

Yours truly, J. A. F.

DEAR FRIENDS:—

Are not these letters convincing evidence that our plants are as good as money can buy, **regardless of price?**

As already stated, these letters are genuine, and we have enough of such to print two or three circulars the size of this one. Such letters as the above do me good. I am always glad to hear from pleased customers, as it gives me encouragement to do even more to please the many new ones that are being added to our list year after year. You may be presented with glowing assertions, couched in language that is broad and sweeping, and yet mean nothing. You may hear of pedigreed plants, of plants growing in the garden spot of the world. Claims of this kind are misrepresentations, pure and simple, and are made only to get your order. Look the world over and you will find no better plants than **WALLER BROTHERS'**; that's a pretty strong statement, but every order proves each word of it.

No rose bushes, cameras, monkey wrenches or other premiums are necessary to make new customers for **WALLER BROTHERS** as the merit is in the plants.

